

FIG. 2

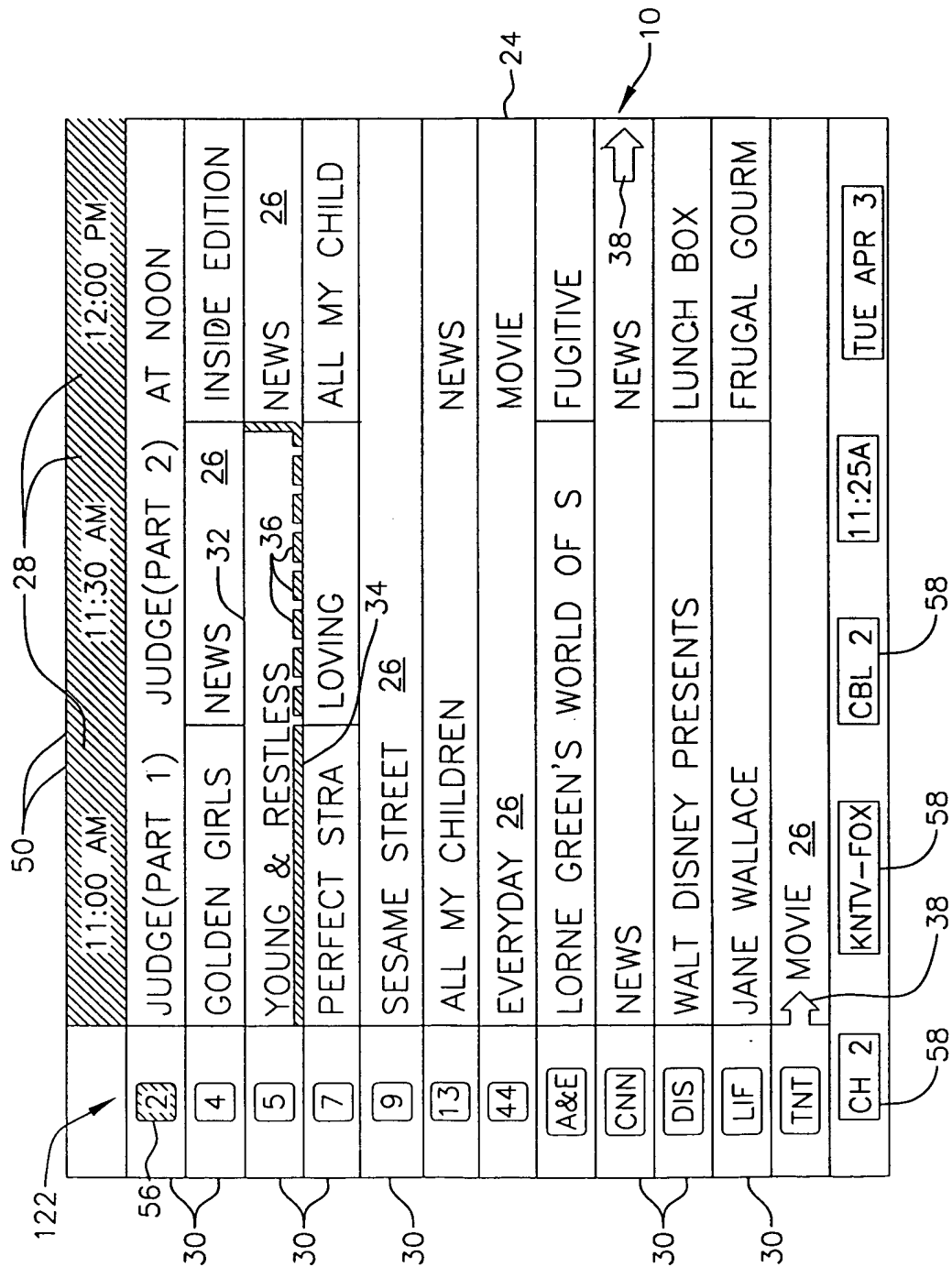


FIG. 3

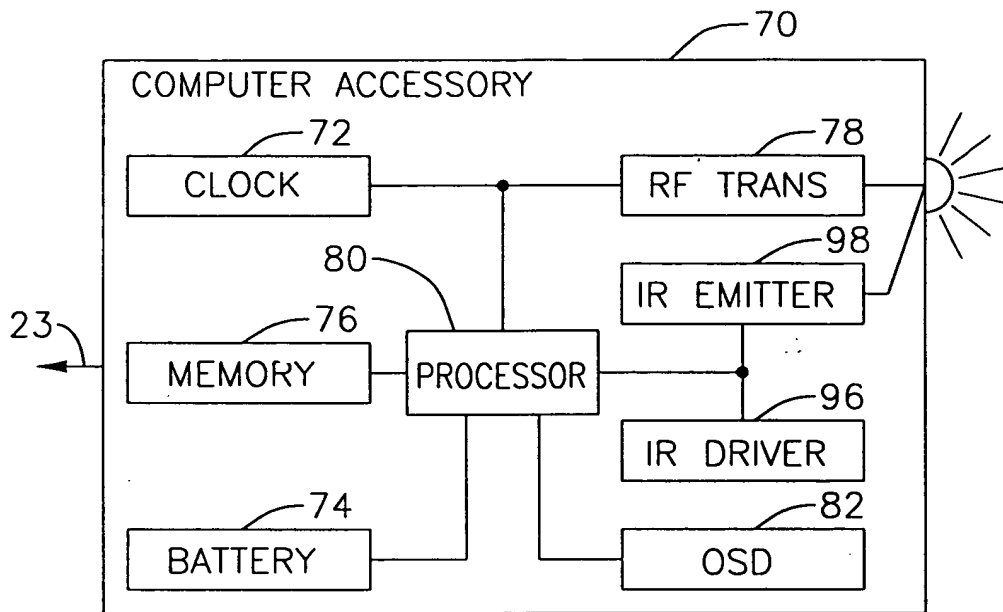


FIG. 4

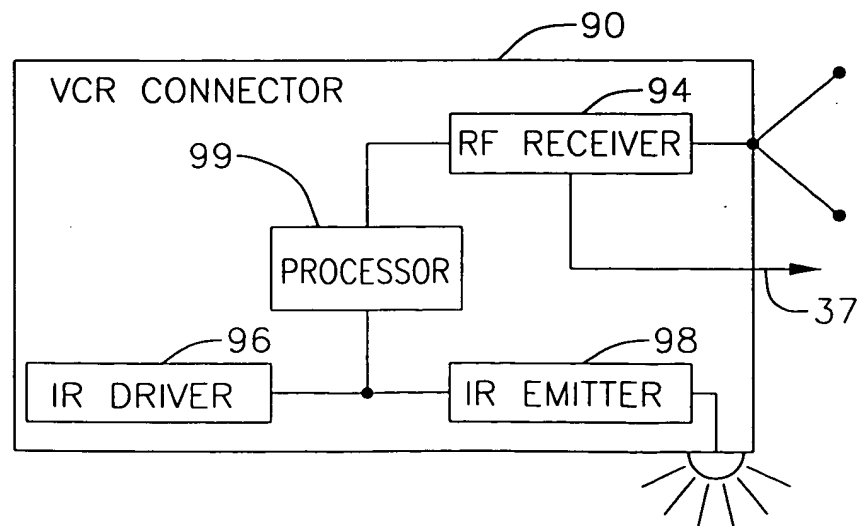


FIG. 5A

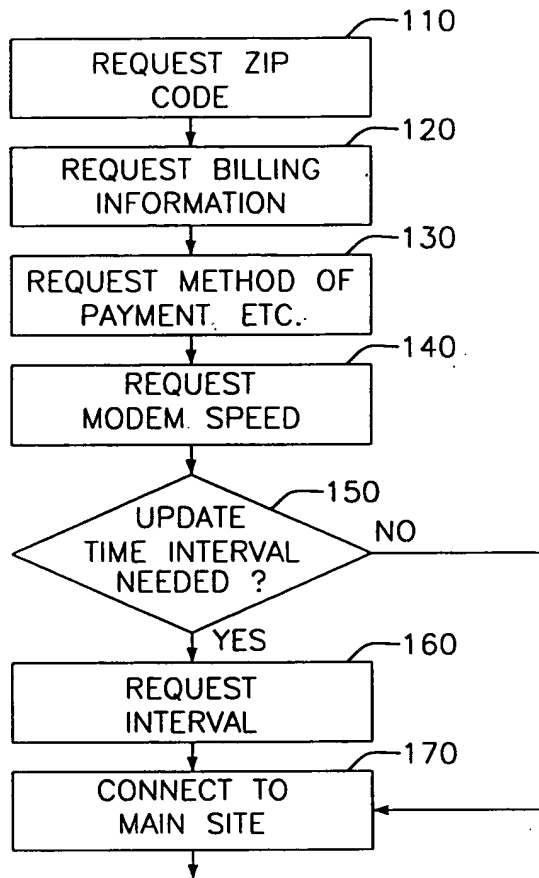


FIG. 5B

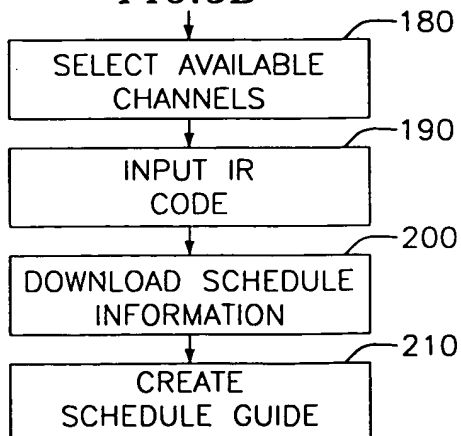


FIG. 6

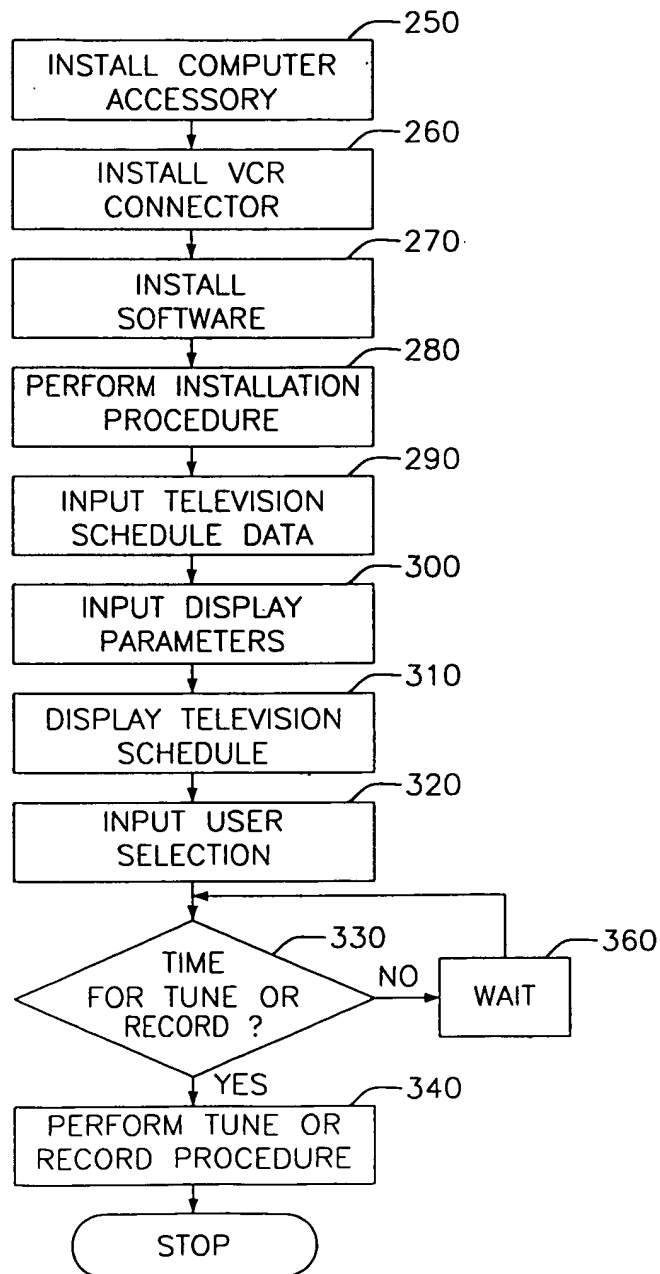


FIG. 7

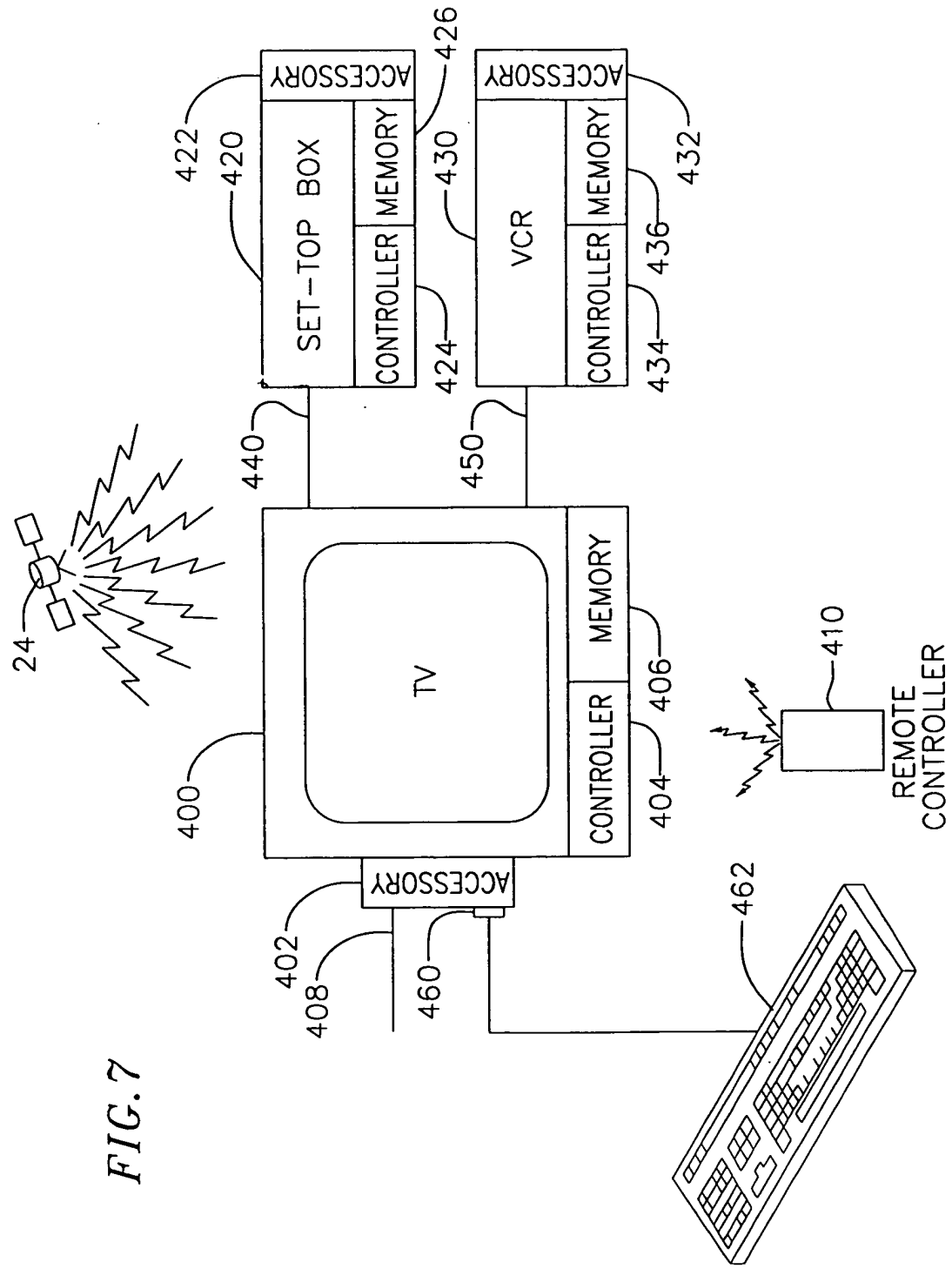


FIG. 8

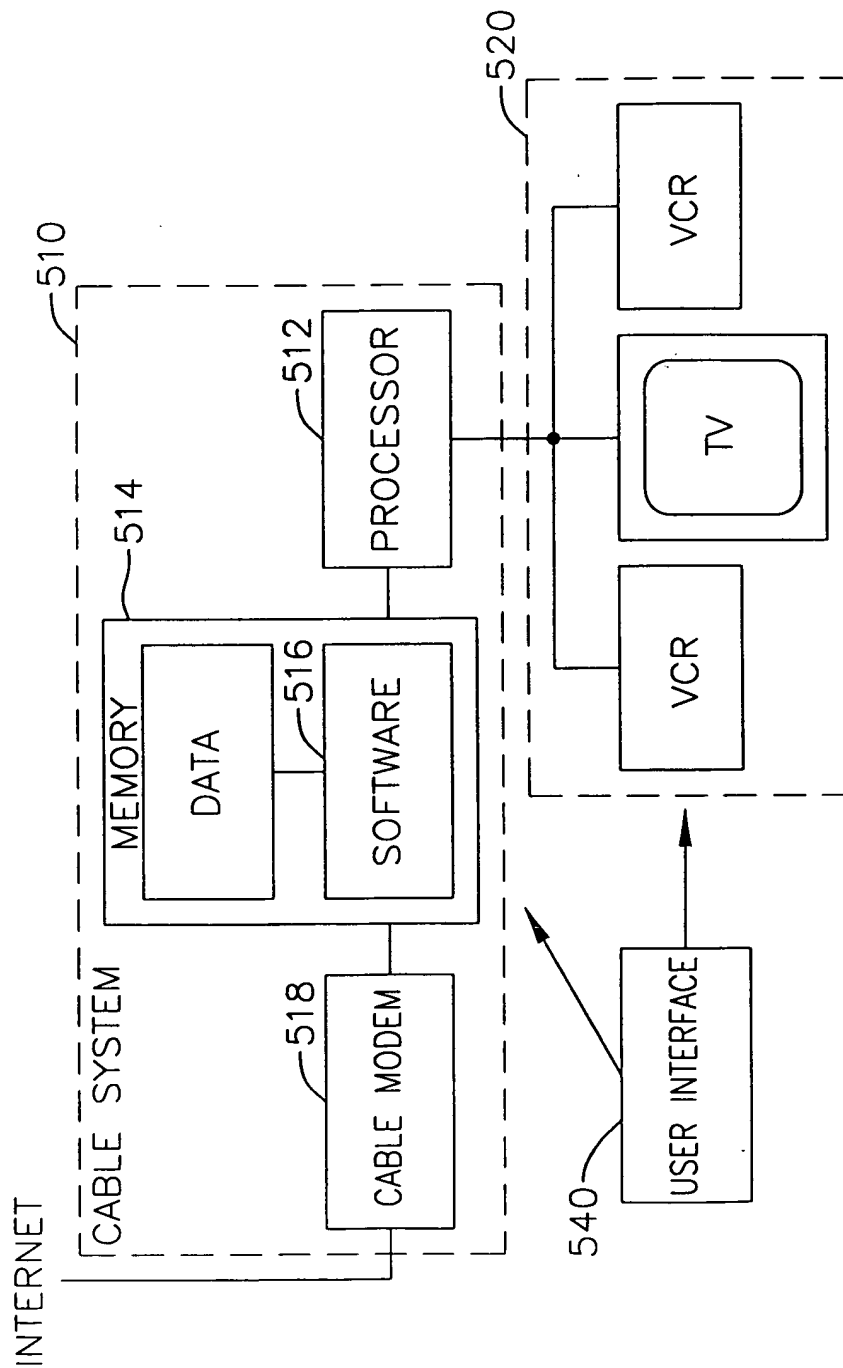


FIG. 9

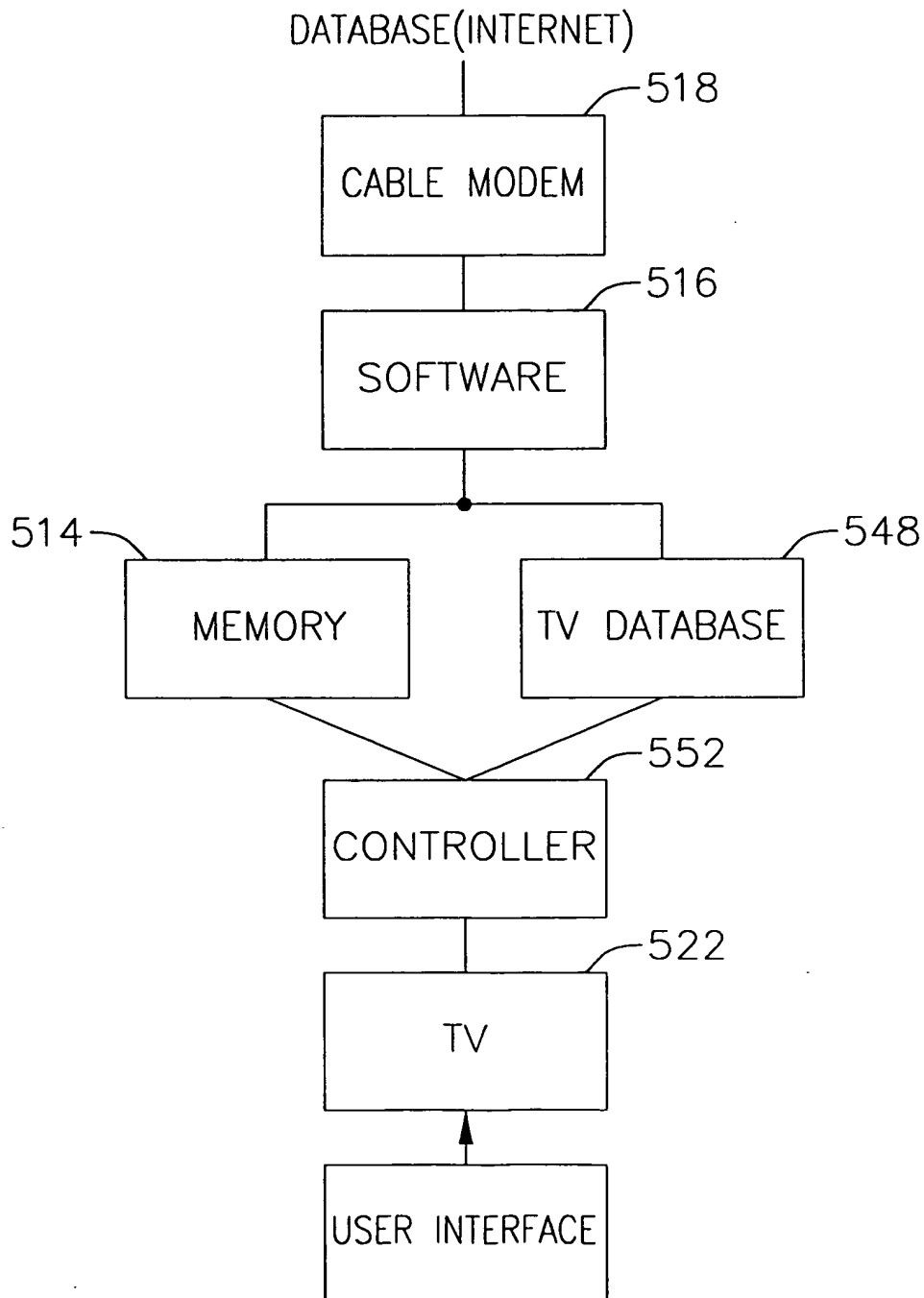


FIG. 10

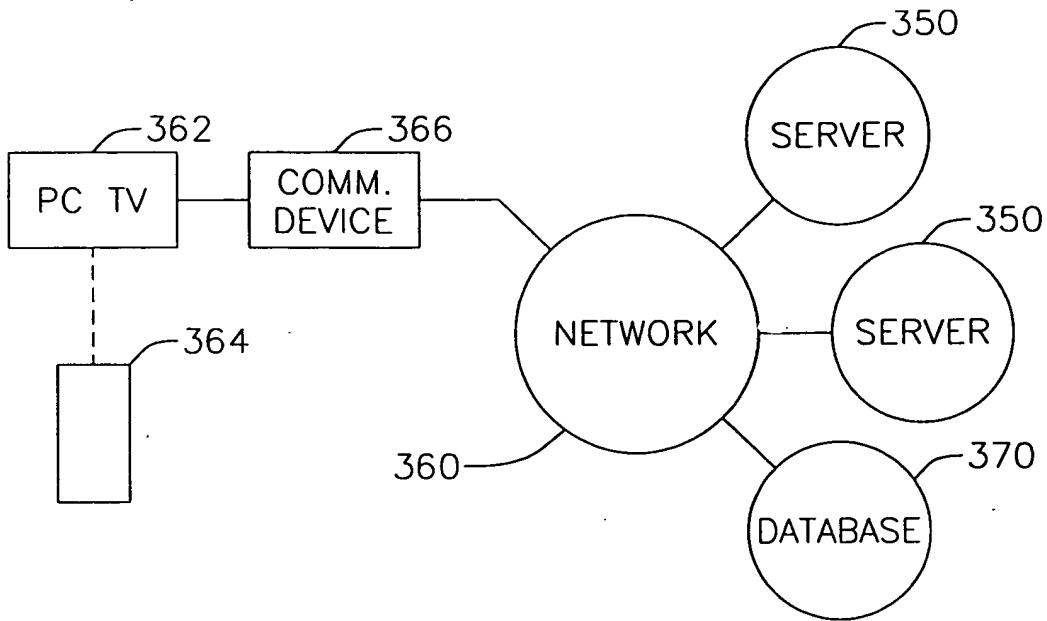
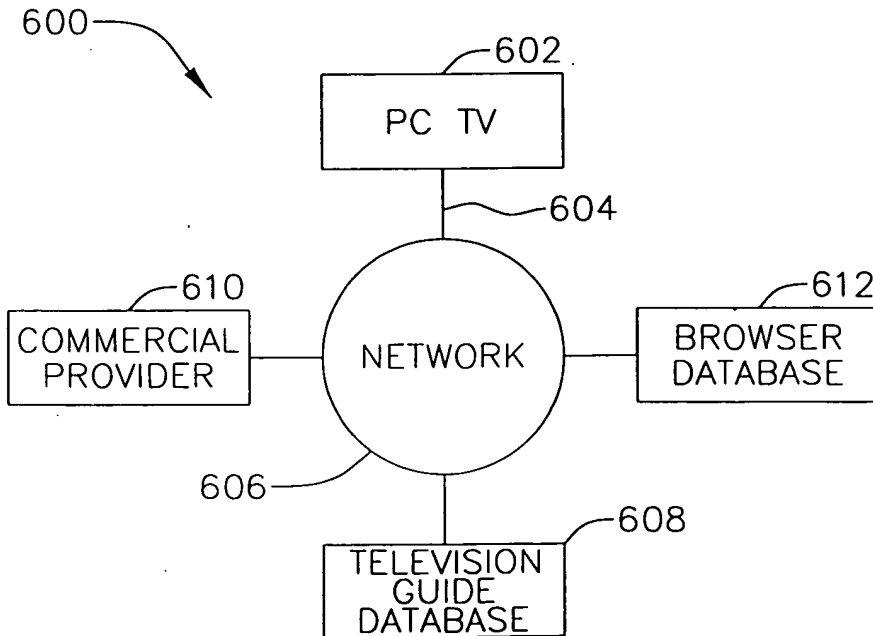
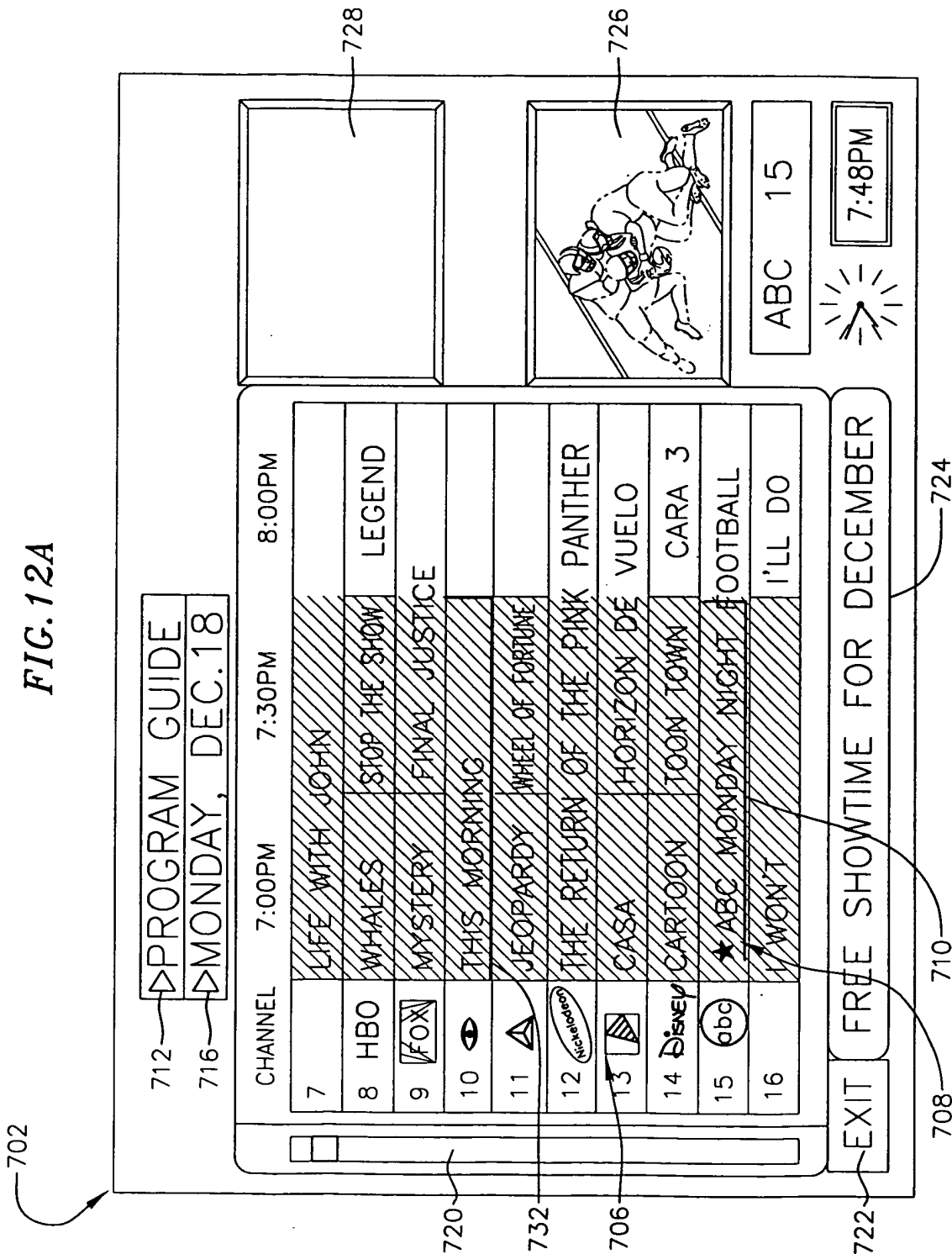


FIG. 11





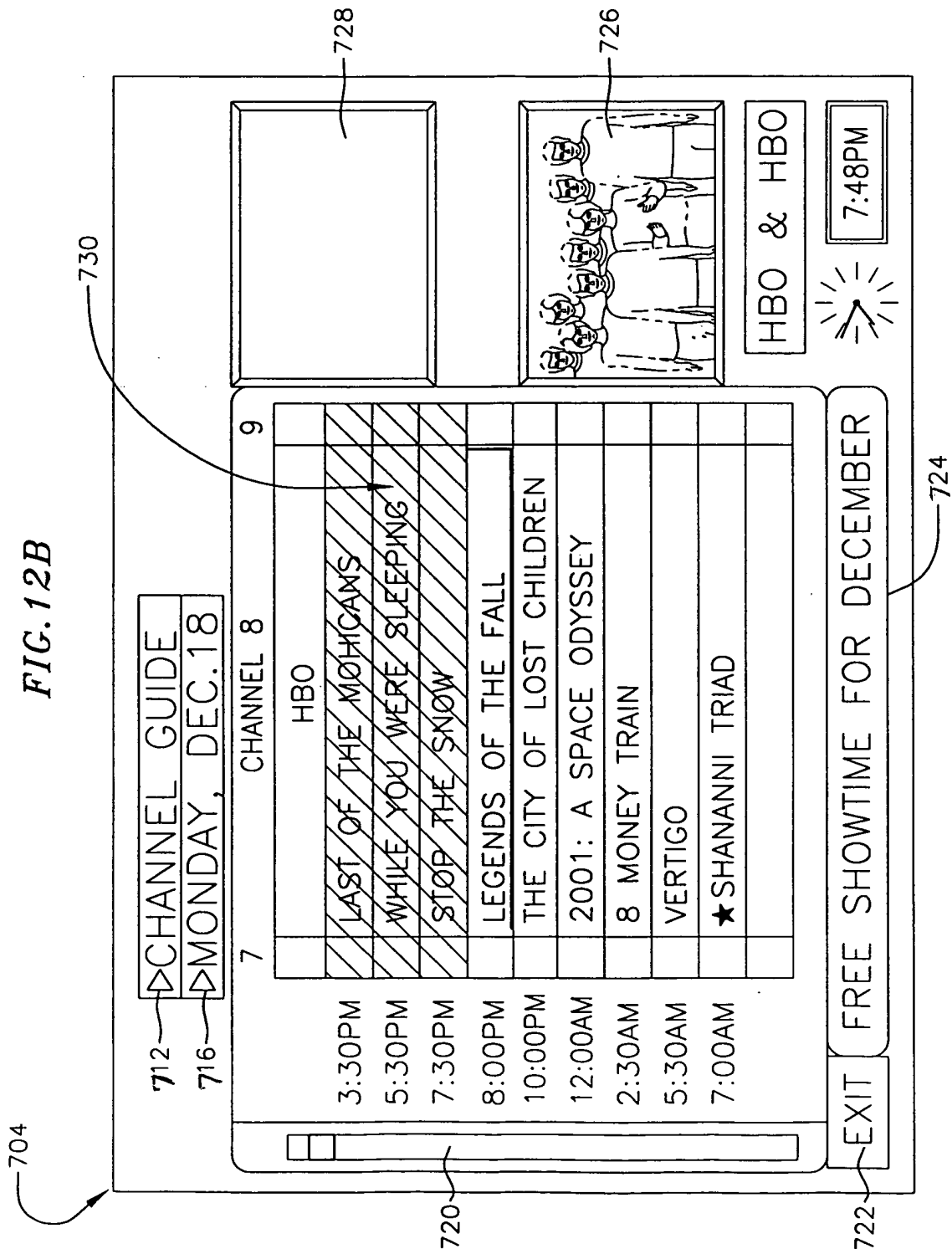
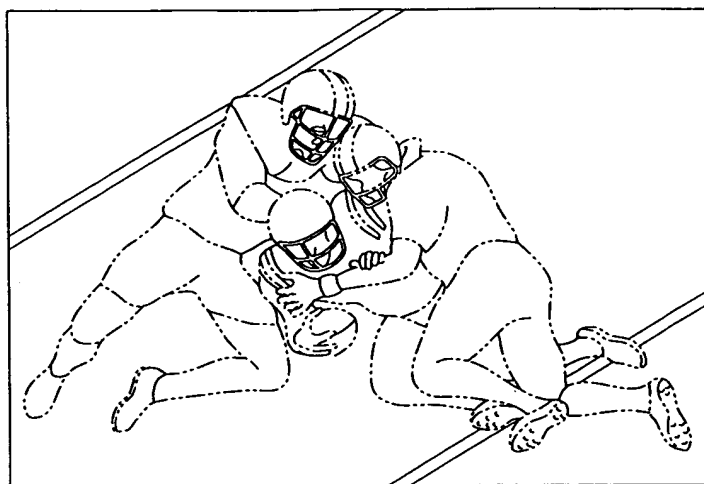
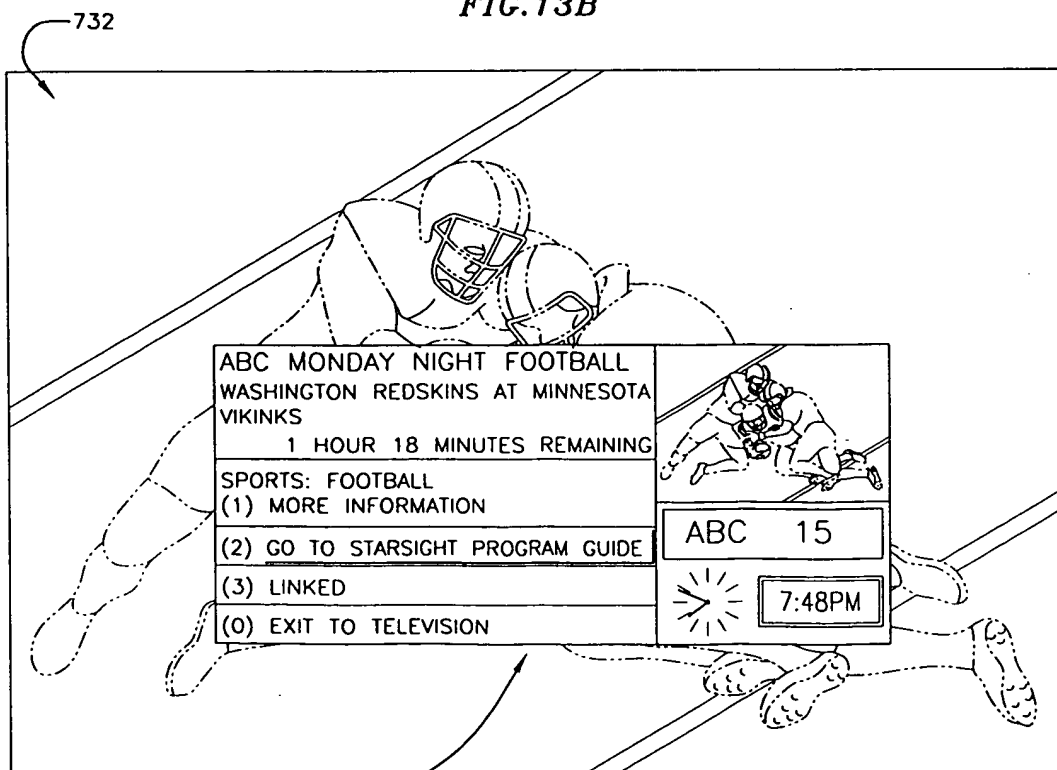


FIG. 13A



732

FIG. 13B



732

730

40474001-20000000

FIG. 13C

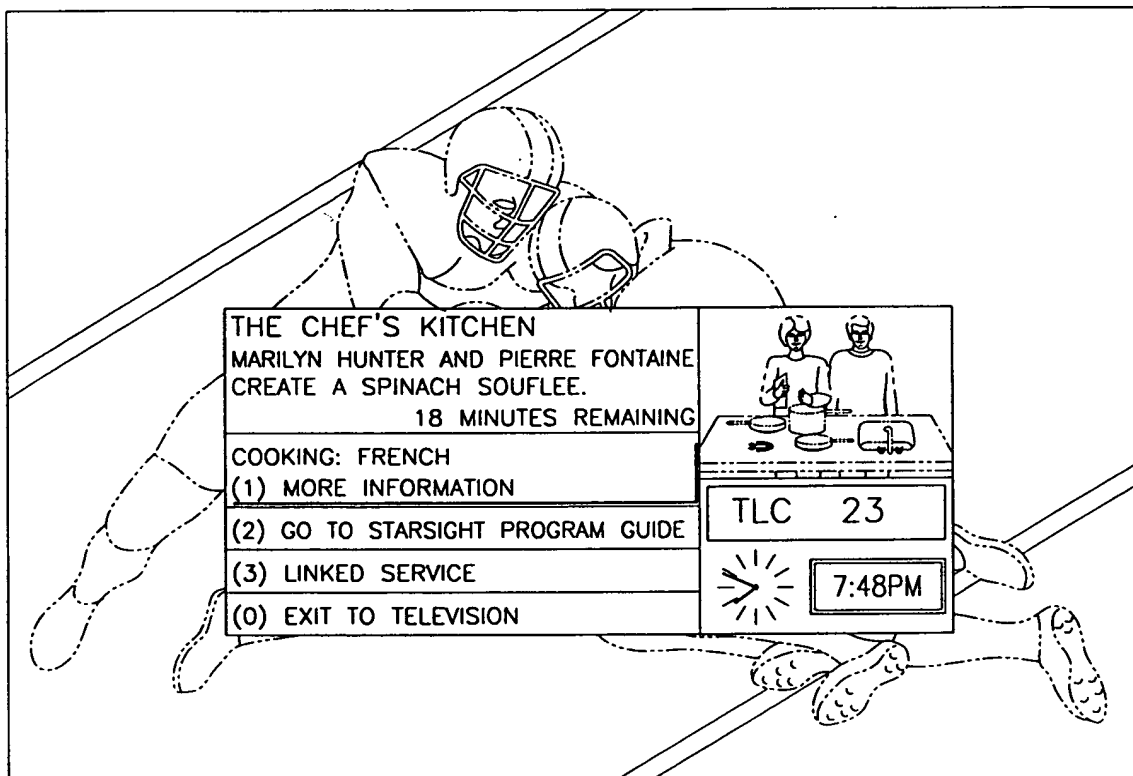


FIG. 14A

-HOURS	
MOVIES: DRAMA	
(1) MORE INFORMATION	
(2)	TUNE TO THIS CHANNEL NOW
(3)	RECORD THIS PROGRAM
(4)	PUT THIS PROGRAM ON MY FAVORITES LIST
(5)	REMIND ME WHEN THIS PROGRAM AIRS
(6)	RESTRICT ACCESS TO THIS PROGRAM
(7)	LINKED SERVICE
(0) GO BACK TO PROGRAM GUIDE	

FIG. 14B

MOVIES: DRAMA	
(1) MORE INFORMATION	
(2)	\$ ORDER MOVIE WHEN YOU LIKE...
(3)	\$ HBO INTERVIEW: BRAD PIT
(4)	A HOPKINS "REMAINS OF THE DAY"
(5)	\$ UNIVERSAL PICTURES ONLINE...
(6)	\$ UNIVERSAL STUDIOS FAMILY TICKET OFFER
(<)	BACK TO PREVIOUS MENU
(0) GO BACK TO PROGRAM GUIDE	

FIG. 14C

ENTERING PASSWORD	
BY ENTERING YOUR PASSWORD YOU ARE CONFIRMING A PURCHASE OR VALIDATION OF YOUR ID. PLEASE ENTER YOUR PASSWORD TO ORDER THIS MOVIE FOR THE LISTED PURCHASE PRICE.	
HELP: PASSWORD	
(1) INFO ON (LEGENDS OF THE FALL)	\$3.95
<div>ENTER PASSWORD FOR DELIVERY IN 7 MINUTES @ 7:55PM LEGENDS OF THE FALL-\$3.95</div>	
(2) ACCEPT PASSWORD...	
(<) BACK TO PREVIOUS MENU	
(0) GO BACK TO PROGRAM GUIDE	

FIG. 14D

CONFIRMING YOUR PURCHASE	
YOU HAVE SUCCESSFULLY ENTERED YOUR PASSWORD. CLICKING ON "YES" ITEM WILL FINALIZE YOUR PURCHASE.	
HELP: CONFIRMING YOUR PURCHASE	
(1) INFO ON (LEGENDS OF THE FALL)	\$3.95
<div>YOU HAVE SUCCESSFULLY ENTERED YOUR PASSWORD. ARE YOU SURE YOU WANT TO PROCEED TO FINALIZE YOUR ORDER ?</div>	
(2) YES	
(<) NO (BACK TO PREVIOUS MENU)	
(0) GO BACK TO PROGRAM GUIDE	

FIG. 14E


LEGENDS OF THE FALL THREE SONS OF A RETIRED ARMY OFFICER RETURN FROM WORLD WAR 1 TO PURSUE VERY DIFFERENT LIVES. ANTHONY HOPKINS, BRAD PITT, JULIA ORMOND. VIDEO ON DEMAND PRICE-\$3.95	
MOVIES: DRAMA	
(1) MORE INFORMATION	
YOUR ORDER CONFIRMED ! 12.15.95 OR.#950384383 IT.#346VOOL ACCOUNT 234.95430 PURCHASE: \$3.95	
(2) OK (BACK TO PREVIOUS MENU)	
(3) GO TO YOUR LIST OF PURCHASES	
(0) GO BACK TO PROGRAM GUIDE	

FIG. 15A

▶ PROGRAM GUIDE		
▶ CHANNEL GUIDE		
VIDEO ON DEMAND		
7	RECORDINGS	
8	FAVORITES & REMINDERS	
9	PARENTAL CONTROLS	
10	THEMES & SEARCHES	
11	WORLD OF SERVICES	
12	MESSAGES	
13	SETUP & UTILITIES	
14		
15		
16		

EXIT

FREE SHOWTIME FOR DECEMBER



ABC 15

7:48PM

FIG. 15B

MESSAGE	DATE	SUBJECT
INFO@STARSIGHT.COM	12/14/95	NEW FEET...
BOB@ONLINE.COM	12/14/95	DIRECTION...
NEWSLETTER@IDC.COM	12/13/95	JANUARY ISSUE
INFO@STARSIGHT.COM	12/12/95	NEW SERVICES FOR...
SEVICE@PGA.COM	12/11/95	BILLING INFORMATION
lisa@AOL.COM	12/4/95	HI THERE...
alex@PRODIGY.COM	12/3/95	YOUR MOM
OFFER@STARSIGHT.COM	12/1/95	FREE ENTITY

CREATE MESSAGE

EXIT FREE SHOWTIME FOR DECEMBER

COX

HBO 8 HBO

7:48PM

FIG. 15C

FROM: INFO@STARSIGHT.COM

DATE: SUN.'14 DEC.95' 11:22:58 PST

FROM: INFO@STARSIGHT.COM

TO: ALL STARSIGHT SUBSCRIBERS

SUBJECT: NEW SERVICES FOR DECEMBER

TO:ALL STARSIGHT SUBSCRIBERS

WELL, DECEMBER IS BRINGING SOME EXCITING NEW ADDITIONS TO THE STARSIGHT SERVICE. IN ADDITION TO THE NEW SERVICE WE ADDED LAST MONTH, INCLUDING OUR POPULAR NEW FEATURES, BUSINES AND STOCK UPDATES.

EXIT FREE SHOWTIME FOR DECEMBER

COX

HBO 8 HBO

7:48PM

FIG. 16A

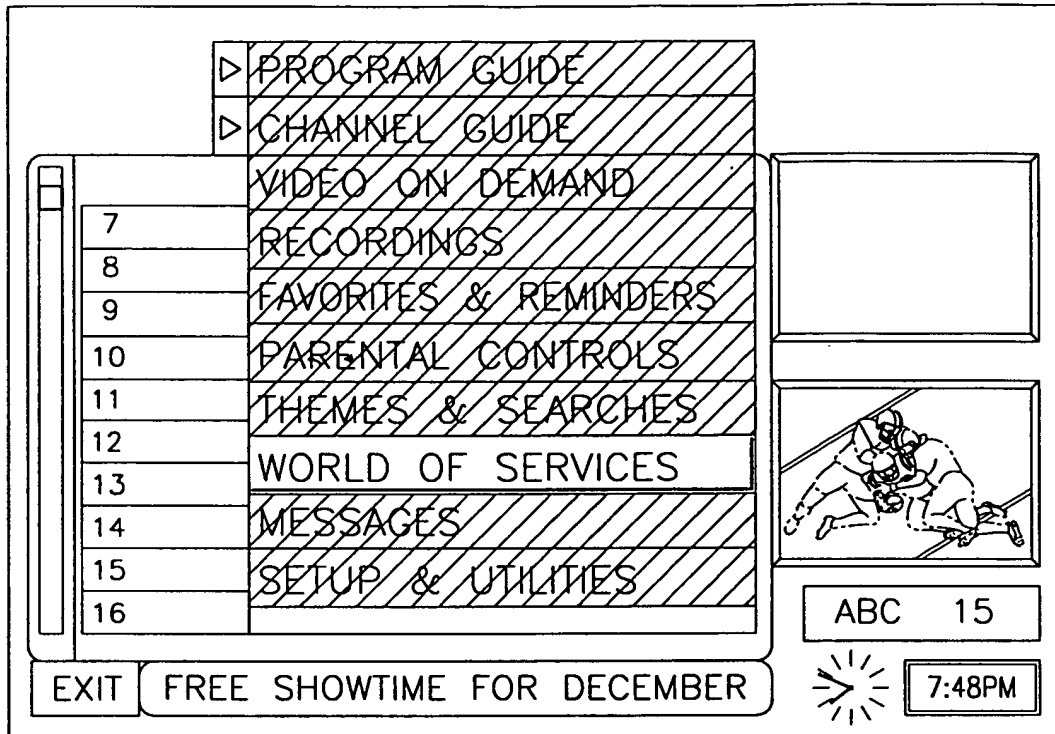


FIG. 16A

FIG. 16B

FIG. 16B is a screen display for COX. At the top left is a small icon of a television set. To its right are two menu items: "▷WORLD OF SERVICES" and "▷NEWS, WEATHER & SPORTS". The COX logo is in the top right corner. Below the menu items is a section titled "CHOOSE ONE OF THE SPECIAL SERVICES". This section contains a list of options: STARSIGHT HEADLINE NEWS, STARSIGHT NATIONAL & LOCAL WEATHER, STARSIGHT SPORTS, STARSIGHT BUSINESS & STOCKS UPDATE, STARSIGHT MUSIC VIDEOS, STARSIGHT DAILY HOROSCOPE, and STARSIGHT CARTOON OF THE DAY. To the right of this list is a large empty rectangular box. Below the list is a small image of a group of people. Below the image is a box containing the text "HBO 8 HBO". At the bottom left is an "EXIT" button. To its right is a box containing the text "FREE SHOWTIME FOR DECEMBER". At the bottom right is a clock icon showing the time "7:48PM".

FIG. 16C

FIG. 16C is a screen display for COX. At the top left is a small icon of a television set. To its right are two menu items: "▷WORLD OF SERVICES" and "▷NEWS, WEATHER & SPORTS". The COX logo is in the top right corner. Below the menu items is a section titled "STARSIGHT HEADLINE NEWS". This section contains a list of news stories: TOP STORY: MEXICAN DRUG KINGPIN STAYS IN, REUTERS HOURLY NEWS SUMMARY, BOSNIAN OPERATION ALLOWED BY HEAVY SNOW, REPUBLICANS FORESEE END TO BUDGET TALKS, CHECHRIYAN REBELS BREAK OFF NEGOTIATIONS, HILLARY CLINTON UNDER FIRE, BOSTON FINANCIAL DISTRICT, ASTRONAUT'S SUCCESS FOR A SATELLITE, SUPREME COURT DECIDES. FORD AIRBAG APPE, and HOUSING STARTS UP IN NOVEMBER REPORTS. To the right of this list is a large empty rectangular box. Below the list is a small image of a group of people. Below the image is a box containing the text "HBO 8 HBO". At the bottom left is an "EXIT" button. To its right is a box containing the text "FREE SHOWTIME FOR DECEMBER". At the bottom right is a clock icon showing the time "7:48PM".

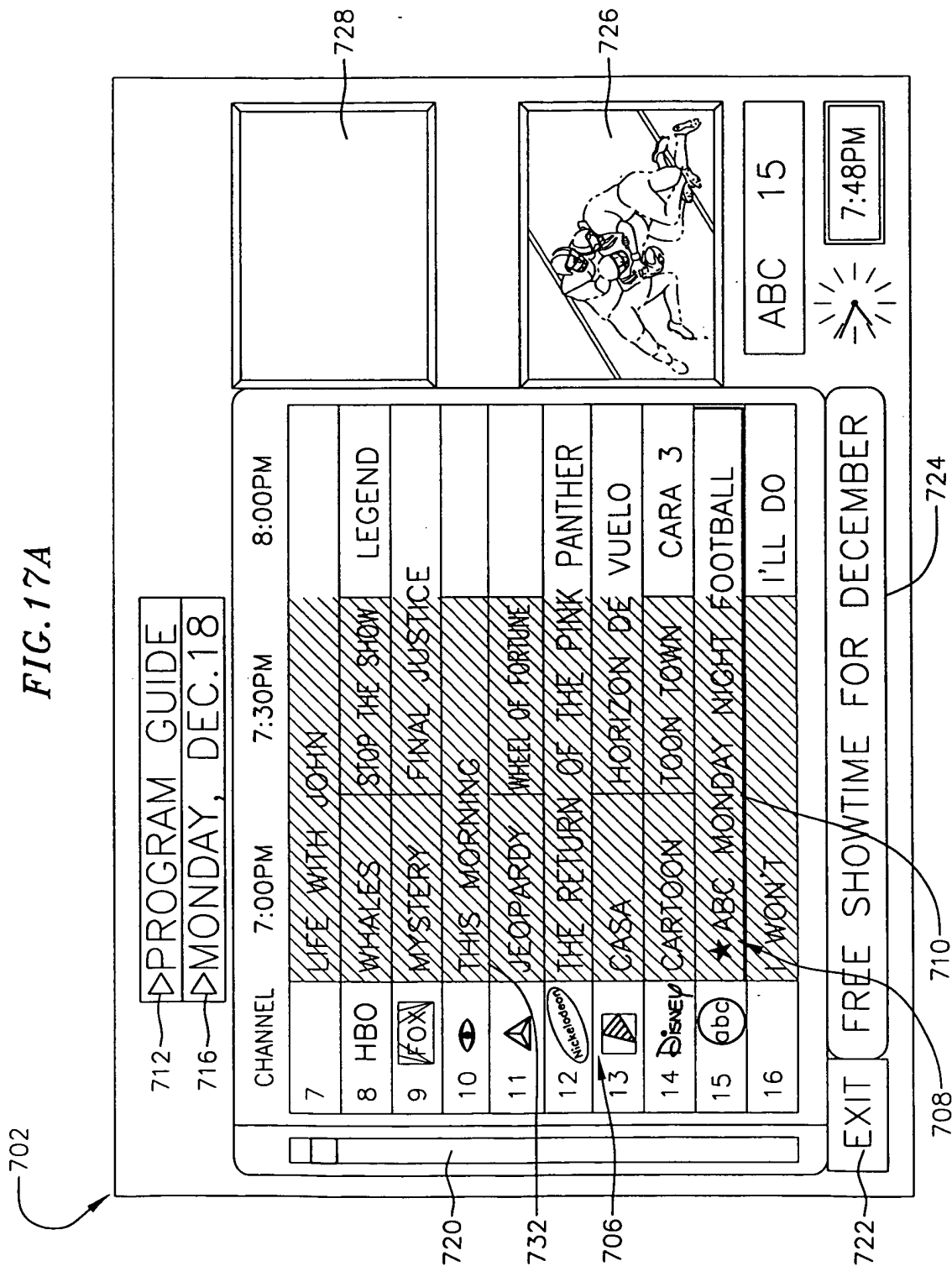


FIG. 17B

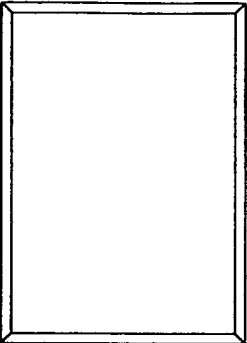
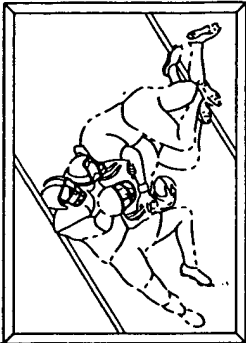

<p>ABC MONDAY NIGHT FOOTBALL WASHINGTON REDSKINS AT MINNESOTA VIKINGS. LIVE COMMENTARY BY FRANK GIFFORD AND THE ABC CREW.</p>		
<p>1 HOUR 18 MINUTES REMAINING</p>		
<p>SPORTS: FOOTBALL (1) MORE INFORMATION</p>		<p>ABC 15</p>
<p>(2) TUNE TO THIS CHANNEL NOW (3) RECORD THIS PROGRAM (4) PUT THIS PROGRAM ON MY FAVORITES LIST (5) REMIND ME WHEN THIS PROGRAM AIRS (6) RESTRICT ACCESS TO THIS PROGRAM (7) LINKED SERVICE</p>		
<p>(0) GO BACK TO PROGRAM GUIDE</p>		<p>7:48PM</p>
<p>EXIT</p>		<p>FREE SHOWTIME FOR DECEMBER</p>

FIG. 17C

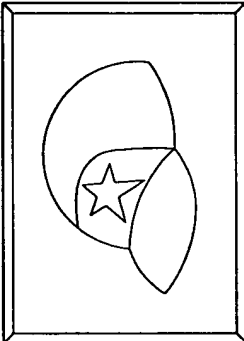
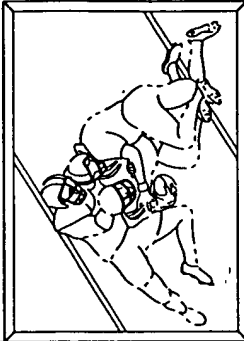
<p>OFFICIAL NFL CAP</p> <p>A GOOD-LOOKING ACCESSORY FOR ANY FAN. YOUR FAVORITE NFL TEAM LOGO EMBROIDERED ON A TOP-QUALITY ALL-COTTON CAP. COMES IN TEAM COLORS.</p> <p>SPECIAL OFFER—\$9.95</p>		
<p>SPORTS: FOOTBALL</p> <p>(1) MORE INFORMATION</p>		
<p>(2) \$ PURCHASE WASHINGTON REDSKINS CAP...</p> <p>(3) \$ PURCHASE MINNESOTA VIKINGS CAP...</p> <p>(4) GO TO NFL SPORTS PRO SHOP</p> <p>(5) \$ ORDER TRANSCRIPTION OF THIS PROGRAM</p> <p>(6) \$ ORDER NFL HIGHLIGHTS</p> <p>(7) BACK TO PREVIOUS MENU</p>		<p>ABC 15</p> <p>7:48PM</p>
<p>(0) GO BACK TO PROGRAM GUIDE</p>		
<p>EXIT FREE SHOWTIME FOR DECEMBER</p>		

FIG. 17D

ENTERING PASSWORD	
BY ENTERING YOUR PASSWORD YOU ARE CONFIRMING A PURCHASE OR VALIDATION OF YOUR ID. PLEASE ENTER YOUR PASSWORD TO ORDER THIS ITEM FOR THE LISTED PURCHASE PRICE.	
HELP: PASSWORD	
(1) INFO ON (OFFICIAL NFL CAP)	\$9.95
<div>ENTER PASSWORD FOR DELIVERY VIA U.P.S. OFFICIAL NFL CAP-WA REDSKINS-\$9.95</div> <div>.....</div>	
(2) ACCEPT PASSWORD...	
(<) BACK TO PREVIOUS MENU	
(0) GO BACK TO PROGRAM GUIDE	

FIG. 17E

HELP: CONFIRMING YOUR PURCHASE	
(1) INFO ON (OFFICIAL NFL CAP)	\$9.95
<div>YOU HAVE SUCCESSFULLY ENTERED YOUR PASSWORD. ARE YOU SURE YOU WANT TO PROCEED TO FINALIZE YOUR ORDER ?</div>	
(2) YES	
(<) NO (BACK TO PREVIOUS MENU)	
(0) GO BACK TO PROGRAM GUIDE	

FIG. 17F

OFFICIAL NFL CAP	
A GOOD-LOOKING ACCESSORY FOR ANY FAN. YOUR FAVORITE NFL TEAM LOGO EMBROIDERED ON A TOP-QUALITY ALL-COTTON CAP. COMES IN TEAM COLORS. SPECIAL OFFER-\$9.95	
SPORTS: FOOTBALL	
(1) MORE INFORMATION	
<div>YOUR ORDER CONFIRMED !</div> <div>12.15.95 OR.#950384271 IT.#3452NP ACCOUNT 234.95430 PURCHASE: \$9.95</div>	
(2) OK (BACK TO PREVIOUS MENU)	
(3) GO TO YOUR LIST OF PURCHASES	
(0) GO BACK TO PROGRAM GUIDE	